

North America Set Top Box Market Size and Forecast (2021 - 2031)

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Abstracts

The North America Set Top Box Market is projected to grow significantly, reaching an estimated US\$ 6,668.5 million by 2031, up from US\$ 5,588.4 million in 2024. This growth represents a compound annual growth rate (CAGR) of 2.7% from 2025 to 2031.

Executive Summary and Market Analysis

The North American set top box market is primarily segmented into three countries: the United States, Canada, and Mexico. In response to the increasing demand for video streaming services, service providers are enhancing their set-top box offerings to include features such as Over-the-Top (OTT) access, digital video recording capabilities, and improved sound quality. The penetration of set-top boxes in North America is notably high, especially among urban populations, as consumers are dedicating more time to digital media consumption. The surge in popularity of OTT platforms like Netflix, Amazon Prime Video, Hulu, and Disney+ is a key driver for the demand for OTT set-top boxes, which facilitate seamless streaming on traditional television sets, catering to the growing consumer preference for on-demand content.

Technological advancements within the broadcasting industry are also propelling the adoption of sophisticated set-top boxes. The increasing prevalence of smart TVs and the rising demand for high-definition (HD) channels and video broadcasts are further stimulating the market for set-top boxes that support HD and 4K content quality across the region.

Strategic Insights

Market Segmentation Analysis

The North America Set Top Box Market can be categorized based on product type and content quality:

By Product Type: The market is divided into IPTV, Satellite, Cable, and Others, with the IPTV segment leading the market in 2024.

By Content Quality: The market is segmented into Standard Definition (SD), High-Definition (HD), and 4K, where the HD segment dominated in 2024.

Market Outlook

The rise of Smart TVs is significantly increasing the demand for enhanced connectivity and content accessibility. Smart TVs often rely on set-top boxes to enable advanced functionalities such as streaming services, live television, and interactive applications. As consumers seek more seamless viewing experiences, the integration of set-top boxes with smart technologies—such as voice control, applications, and high-definition streaming—accelerates market growth. Additionally, the growing popularity of OTT platforms and digital content is driving the demand for advanced set-top box solutions.

Globally, the adoption of smart TVs is on the rise, fueled by expanding internet access, a growing appetite for streaming services, and the increasing integration of smart home ecosystems. According to the Connected TV Marketing Association's (CTVMA) 2024 Report, over 120 million smart TVs are sold annually across 600 brands that utilize licensed operating systems. A report from Stream TV Insider in March 2025 indicated that smart TVs were present in 83% of the 122 million TV households in the US and 77% of the total 133 million households. Samsung leads the market with 67.8 million smart TVs in US homes, significantly outpacing its closest competitor, LG. This growing adoption of smart TVs among consumers is a key factor driving the growth of the set-top box market.

Country Insights

The North America Set Top Box Market is further segmented by country, with the United States holding the largest market share in 2024. The prevalence of smart TVs in US households is being driven by the popularity of streaming services and advancements in display technology. According to the StreamTV Insider report, smart TVs accounted for 83% of the 122 million TV households in the US in 2025. The term "IPTV United States"

has gained prominence in the American entertainment landscape, referring to television services delivered via internet protocol rather than traditional terrestrial, satellite, or cable platforms. This shift allows users to stream live TV channels, on-demand content, and exclusive events over the internet across various devices. As more consumers transition away from traditional cable and satellite TV, IPTV is reshaping how Americans access and enjoy their favorite shows, movies, sports, and live events.

Company Profiles

Key players in the North America Set Top Box Market include CommScope Holding Co Inc, Apple Inc, Vantiva SA, Kaonmedia Co Ltd, Sagemcom UK Ltd, Advanced Digital Broadcast SA, Shenzhen Coship Electronics Co Ltd, Humax Co Ltd, Huawei Technologies Co Ltd, and Shenzhen Skyworth Digital Technology Co Ltd. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to deliver innovative products to consumers and enhance their market share.

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